

## V. CONCLUSIONS AND IMPLICATIONS

### A. Conclusion

Based on the result of research that have been discussed, some conclusions can be drawn as follow:

1. Perceived quality has positive effect on perceived value
2. Perceived quality has positive effect on customer satisfaction
3. Perceived value has positive effect on customer satisfaction
4. Customer satisfaction has positive effect on loyalty

### B. Implication

#### a) Theoretical Implication

Further research needs to select and add the number of respondents also need to select and determine other data collection methods, such as interviews so that the results obtained in the study more complete and then can develop and add other variables such as price, so the price given by the company not too high and consumers can compare their prices with other products.

#### b) Managerial Implication

1. Related to the existing perceive quality in tupperware products, there are some inputs that need by the company for tupperware products, in order to increasingly have a good value in the mind of consumers

In addition to the quality of Tupperware products maintained, the company can provide procedures in treating Tupperware products so as not to leave the rest of the smell of food and beverages that stick, so that the product is not easily damaged and often bitten by rats. By providing tips on how to

launder and care for Tupperware products correctly it is expected that Tupperware companies will need to apply appropriate marketing strategies to increase consumer awareness about environmentally friendly products. To improve the quality of tupperware in order to improve tupperware products, companies are advised to add halal labels to assure and reassure people that the marketed products are safe to use and of good quality. If necessary, the company Tupperware displays how to manufacture tupperware products so that people know and believe that the product is made of plastic materials of good quality and safe.

Marketers should provide clear information and knowledge about safe and environmentally friendly plastic products, a way to inform the public through social media or Tupperware Party is a home-to-home Tupperware product demo event where Tupperware distributors can provide detailed explanations. If successful, will have a positive impact on the environment and also can increase consumer loyalty to Tupperware products.

2. To increase customer satisfaction to keep consumers loyal to tupperware products, something that may be done by the company is as follows:

Ease of obtaining Tupperware products offline should also be a consideration for companies to make products more easily obtainable by consumers. Needs to be done because Tupperware products are not always available in most shopping areas. Tupperware is expected to include its products, or work with shopping. For example, for consumers who need plastic containers, they can simply search for Tupperware products in the

shopping area. The services provided and online ordering process should be improved, so that consumers can easily and quickly get the products they will buy. It can be done by passing gojek / go ride which is currently becoming a trend among the community, thus will further encourage consumers to make purchases on a continuously.